

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

### MEDIA RELEASE

March 2014

## Explore Ireland's Wild Atlantic Way at Canada Blooms

*Rugged and wild Irish west coast is a hauntingly beautiful landscape*

**TORONTO, Ont.** — The untamed west coast of Ireland has remained a hauntingly beautiful landscape, steeped in history, for centuries.

This rugged and unspoiled landscape is one of the most enchanting and culturally rich regions in the world, and Tourism Ireland launches a brand new touring route of this area in 2014, entitled the **WILD ATLANTIC WAY**. It is a route that winds 2,500km along stunning coastal roads, from Donegal in the North to Cork in the South.

Bringing the drama of the Wild Atlantic Way to life at Canada Blooms, Landscapes by Lucin and Tourism Ireland present a 1,400 square foot feature garden. Discover the majesty of the wild Atlantic as you travel through the Wild Atlantic Way garden, losing yourself in the adventure and excitement of the landscape as you stumble upon the old ruins of an Irish castle surrounded by the beauty of the countryside's wildlife.

“The theme of the Canada Blooms Show 2014 is WILD and this fits perfectly with the opening of the Wild Atlantic Way,” says Jayne Shackelford, Manager of Tourism Ireland Canada. “Canada Blooms is the perfect opportunity for Canadians to discover more about this exceptional journey. A trip where you will encounter moments of magic, moments to treasure and experiences you will never forget.”

Tourism Ireland, along with Air Canada *rouge*, is excited to be the festival's 2014 International Vacation partner, offering a trip for four to Ireland's Wild Atlantic Way as this year's grand prize. The prize package includes:

- Return airfare for four to Ireland with Air Canada *rouge*;
- Detailed maps & itineraries of Ireland's Wild Atlantic Way;
- Accommodations for seven nights & full Irish breakfast; and
- Seven-day car rental.

The Wild Atlantic Way conveniently connects with Causeway Coastal Route in Northern Ireland and is accessible via Shannon airport and is just 2.5 hours from Dublin.

For more details about the Wild Atlantic Way visit [www.ireland.com/wild-atlantic-way](http://www.ireland.com/wild-atlantic-way)

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### **About Canada Blooms**

Canada Blooms is an annual world-class festival that connects people to the joys and benefits of nature through experiences with gardens and flowers by promoting, educating, inspiring and celebrating all aspects of horticulture. A not-for-profit organization that gives back to the community throughout the year by funding community garden projects around Ontario, Canada Blooms is also dedicated to providing the community with horticulture expertise, education and resources on an ongoing basis.

Now in its 18<sup>th</sup> year, Canada Blooms was founded by Landscape Ontario and The Garden Club of Toronto. Each year it is supported by a committed group of partners, sponsors and volunteers. Canada Blooms has been named One of Ontario's Top 100 Events by Festivals and Events Ontario and One of North America's Top 100 Events by the American Bus Association.

The 2014 Canada Blooms Festival Sponsors include: AM740, Canadian Gardening, Canadian Wildlife Federation, Fafard, Floral Dimensions, GardenMaking Magazine, CTV, Gardens Central Magazine, Growers of Ontario, Harrowsmith Almanac, Homes Publishing, InterContinental Hotel Toronto, Metroland, The New Classical 96.3FM, Ontario Gardener Magazine, Ontario Tourism, Pick Ontario, Santa Margherita Wines, Scotts Canada, Toronto Botanical Garden, The Toronto Star, Tourism Ireland and UNILOCK.

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### **Media Contact:**

**Bruce Sudds**

**Director of Sponsorship and Marketing**

**Bruce@Engagers.ca**